



WARWICK

Staff and student travel analysis

December 2022

steer

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In Spring 2022, 1,317 staff and 358 students completed an online travel survey which sought to understand how they travel to/at the University and their perceptions of the alternative travel options available to them.

Respondents were asked to record what type of transport they used to arrive at the University on each day of the week.

How staff and students are travelling



Over half (55%) of all respondents worked or studied from home on at least one day during the survey week, including 56% of staff respondents and 51% of student respondents.

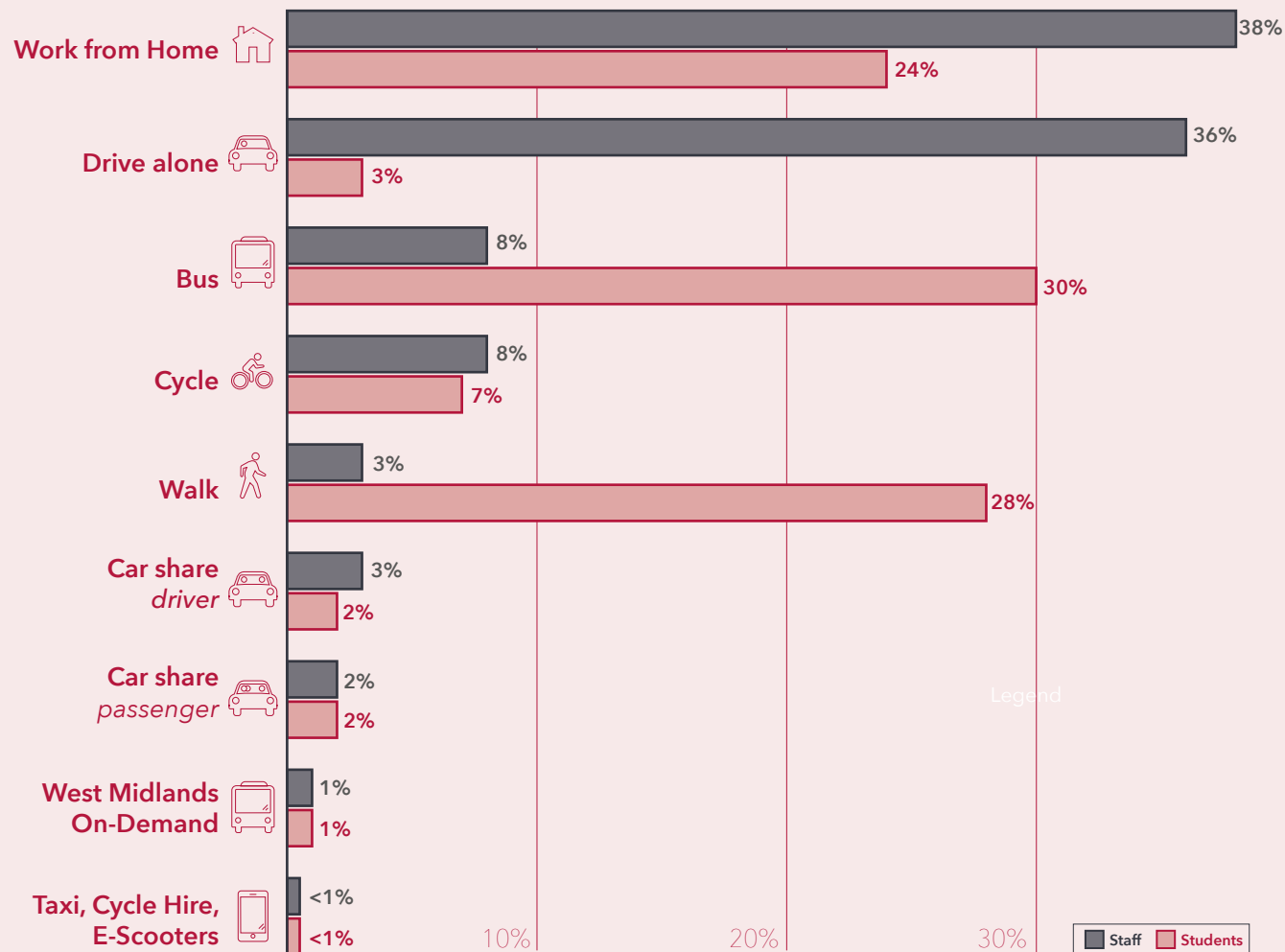


Of all possible staff commute trips, only 36% were made by car as driver alone with 3% made by car as driver alone by students. This includes potential trips where staff chose to work from home instead.



More than one in three (41%) respondents used a non-car mode for at least one journey in the week before the survey.

Chart a.
Possible commute trips in the week before completing the survey.



Working from home is now more common amongst staff than travel by any other mode, accounting for 38% of all the possible commute trips recorded.

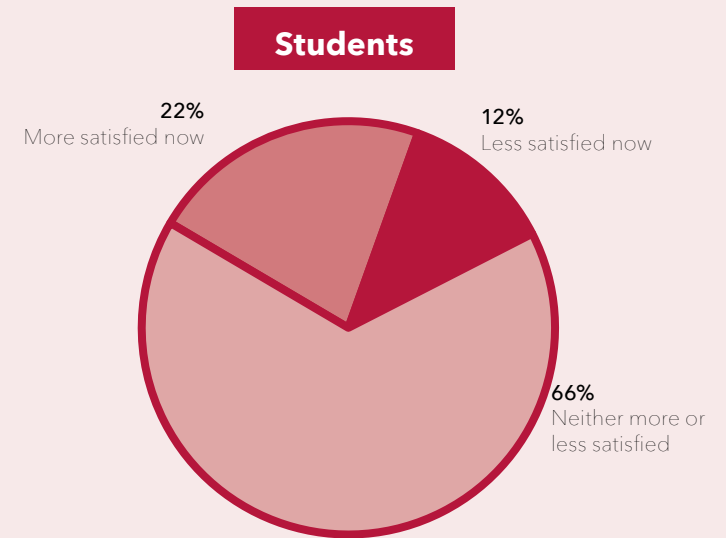
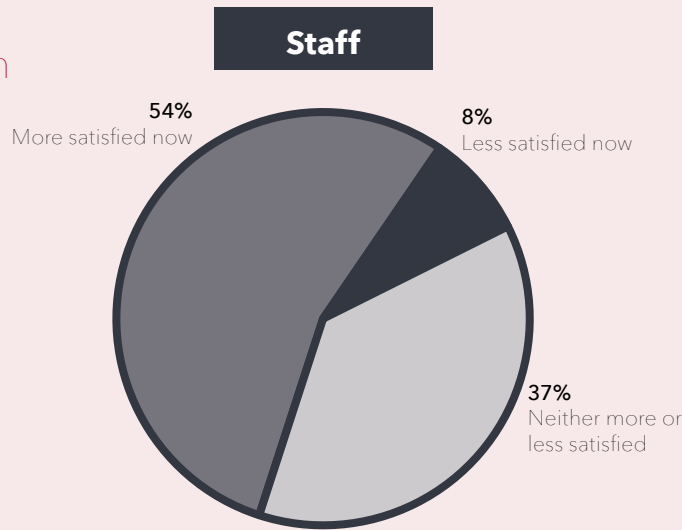


Chart b.
Change in satisfaction with current work/study arrangements

68% of staff and 41% of student respondents said they travel to campus less often now, compared to before March 2020.

Respondents were also asked to state what their 'usual' mode of travel to campus was (the mode of transport used most often for the longest part of the journey).

While the mode split was similar to the 2019 survey (63% by car as driver alone in 2022 compared to 60% in 2019), the overall number of trips being made to campus is now much lower.

The findings above indicate there were an estimated 15,400 fewer staff and 18,000 fewer student trips to campus each week in Spring 2022 (including over 9,700 fewer single occupant car trips by staff and over 1,000 fewer single occupant car trips by students) compared to Spring 2020.

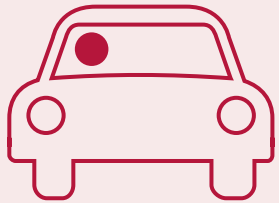
In Spring 2020, on average, staff worked 4.95 days on campus compared to 2.81 days on campus in Spring 2022.

So, on average, staff are now spending two more days a week working at home and not travelling to campus.

In Spring 2020, on average, students spent 4.5 days studying on campus. In Spring 2022, students, on average, spent 3.7 days studying on campus.

Therefore, on average, students are now spending almost one more day a week studying at home and not travelling to campus.

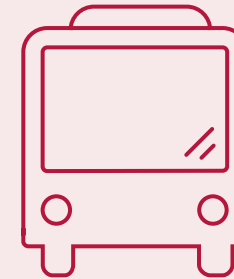
Switching to more sustainable modes



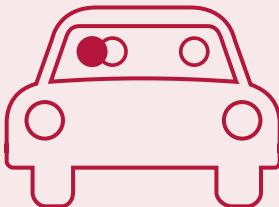
Most respondents who drive to campus alone are satisfied with car parking arrangements (23% satisfied and 39% very satisfied) though 20% were either dissatisfied or very dissatisfied.



One in five staff drivers and one in four student drivers think cycling to campus would be feasible.



Bus is considered a feasible option by 18% of staff and by 48% of students, with a further 11% of staff unsure whether it is feasible but willing to consider it.



Respondents who car share as a driver with one or more passengers were more likely to be dissatisfied or very dissatisfied with car parking arrangements (42%).



Walking is considered a feasible option by 13% of staff with a further 11% unsure whether it is feasible but willing to consider it.



A large proportion of staff (38%) and student (48%) drivers are unsure whether car sharing is feasible, but are willing to consider it.

Car drivers (respondents whose usual mode was car as driver alone) were asked how they perceived the feasibility of switching to more sustainable modes of travel to University and the results indicated that there was potential for car drivers to change how they travel.



46% of staff car drivers and **67% of student** drivers could be encouraged to travel by bus.

When asked what would encourage them, more frequent, quicker and more reliable bus journeys and discounted fares and passes were the most popular options.

Existing bus users would like to see the same improvements.



39% of staff car drivers and **48% of student** drivers could be encouraged to travel by cycle.

Improved cycle routes to the campus, more/improved shower and changing facilities would encourage both staff and students to cycle.

Students were more likely than staff to state that improvements to cycle parking security and maintenance and repair facilities would encourage them to cycle.

Staff and students who currently cycle were keen to see the University encourage and promote cycling by: providing incentives/rewards for cycling, maintenance and repair facilities on campus (which more students chose) and more/improved shower and changing facilities (which more staff chose).

Existing cyclists were also keen to see improvements to cycle parking security.



29% of staff car drivers and **24% of student** drivers could be encouraged to walk to campus.

Incentives and rewards for walking, improved lighting on walking routes to the University and improvements in the quality of pavement surfacing were the options most likely to encourage staff.

Students were also likely to be encouraged by improved lighting on the campus, more green spaces and seating, and improved signage and wayfinding.

Students who already walk to campus would like to see the University support and encourage walking by improving lighting on routes to the campus and within the campus, increasing green spaces and seating and providing incentives and rewards for walking.

Incentives for walking were particularly popular amongst the small number of staff who currently walk.



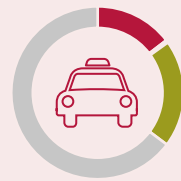
53% of staff car drivers and **62% of student** drivers could be encouraged to car share.

Reduced parking charges, an incentive/rewards scheme for car sharing and help with finding a car share partner were the most popular options to encourage car sharing.

The same options were prioritised by staff and students who currently car share.

Awareness and perceptions of new mobility options

There was a mixed picture in terms of the awareness and use of new mobility options.



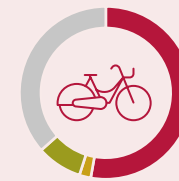
Tandem taxi

- 15% Aware
- 1% Used
- 20% Not aware, would consider



Enterprise Car Club

- 35% Aware
- 1% Used
- 29% Not aware, would consider



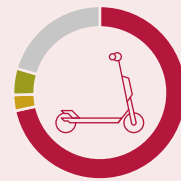
West Midlands Cycle Hire

- 53% Aware
- 2% Used
- 8% Not aware, would consider



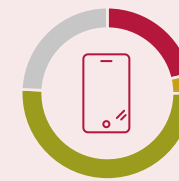
Route 14

- 23% Aware
- 3% Used
- 20% Not aware, would consider



VOI e-scooter

- 72% Aware
- 3% Used
- 5% Not aware, would consider



Choose app

- 21% Aware
- 4% Used
- 51% Not aware, would consider



Bus on-demand

- 48% Aware
- 4% Used
- 22% Not aware, would consider



Cashless parking

- 44% Aware
- 42% Used
- 3% Not aware, would consider

Chart c. Awareness of new mobility options in staff

Levels of awareness of were greatest for voi e-scooters (72% of staff aware, 3% had used one; 74% of students aware, 9% used).

West Midlands Cycle Hire (53% of staff aware, 2% used; 64% of students aware, 10% used).

Levels of staff awareness of West Midlands Bus on Demand were relatively high at 48% (with 4% of staff having used it).

A large majority of staff were aware of (48%) or had used (42%) cashless parking; student awareness was much lower at 26%, though 17% had used it.

87% of staff drivers were registered on the new staff car parking portal.

Awareness of Enterprise car club, bus route 14, the Choose Warwick app and Tandem taxi amongst staff much lower at 35% or less.

The same pattern was observed for students, although it was notable that a large proportion (71%) of students who were not aware of the "Choose Your Way Warwick" mobile app would consider using it.

There were similarly low levels of awareness but willingness to consider using Enterprise Car Club (31% would consider using it) and Tandem Taxi (42% would consider it).



Prepared for:

University of Warwick
Coventry
CV4 7AL

warwick.ac.uk

Prepared by:

Steer
14-21 Rushworth Street
London
SE1 0RB

steergroup.com

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